

Message Text

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TO USMISSION USBERLIN
AMEMBASSY BONN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS STATE 306154

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT:FY-78 COUNTRY COMMERCIAL PROGRAM FOR GERMANY

REFERENCE: (A) BONN 06551 (B) STATE 54,79 (C) BONN 2595
(D) BONN A-398, (E) STATE 292385, OCTOBER 7, 1975

1. THE FOLLOWING OBSERVATIONS AND COMMENTS REFER TO THE
PRELIMINARY FY-78 INPUTS SUBMITTED PER REF (A) AND ARE
PROVIDED AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS
DRAFT CONTRIBUTION TO THE FY-78 PROGRAM.
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2. EXCEPT AS NOTED BELOW, WE BELIEVE THAT THE PATTERN AND
THEMES OF SUGGESTED CAMPAIGNS AND ACTIVITIES CONTINUE TO
CONSTITUTE AN OPTIMUM APPROACH TO EXPLOITING SALIENT
MARKETING OPPORTUNITIES ON BEHALF OF U.S. INDUSTRY.

3. WITH POST CONCURRENCE, WE HAVE SCHEDULED FY '78 MAJOR EXHIBITIONS ON COMPUTERS AND RELATED EQUIPMENT; ELECTRONICS PRODUCTION AND TEST EQUIPMENT; LABORATORY INSTRUMENTS; AUTOMOTIVE POLLUTION CONTROL EQUIPMENT AND TWO MAJOR CONSUMER GOOD EXHIBITIONS.

4. PER REF (A), WE WISH TO CALL YOUR ATTENTION TO CAMPAIGN ON FOOD PROCESSING AND PACKAGING NOTES PARA. F. IN VIEW OF THE FACT THAT COMMERCE WILL NOT MOUNT A U.S. PAVILION AT INTERPACK '78, WE ARE ANXIOUS TO DETERMINE WHETHER POST WISHES TO CONTINUE WITH THIS CAMPAIGN. IF DECISION AFFIRMATIVE, WE WOULD APPRECIATE RECOMMENDATIONS REGARDING OTHER PROMOTIONAL EFFORTS AND ACTIVITIES WHICH COULD BE UNDERTAKEN AS ALTERNATIVE CAMPAIGN ACTIONS.

5. COMMERCE WOULD ALSO APPRECIATE EXPRESSION OF FEELING FROM POST REGARDING ADVISABILITY OF SCHEDULING A REPEAT OF SPOGA '78. WHILE THIS EVENT WAS AN OUTSTANDING SUCCESS IN FY '76 AND PROMISES TO BE NO LESS SUCCESSFUL IN FY '77, MOUNTING THIS EVENT A THIRD YEAR MAY NOT BE WARRANTED PROVIDING AN APPROPRIATE CONSUMER GOODS EXHIBITION COULD BE OBTAINED AS SUITABLE REPLACEMENT APPROPRIATELY TIMED TO COMPLEMENT THE OVERALL FY '78 EVENTS SCHEDULE. COMMENTS APPRECIATED.
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